



AI and PIM

What AI Can Do for Business
and New Opportunities in PIM

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Artificial Intelligence

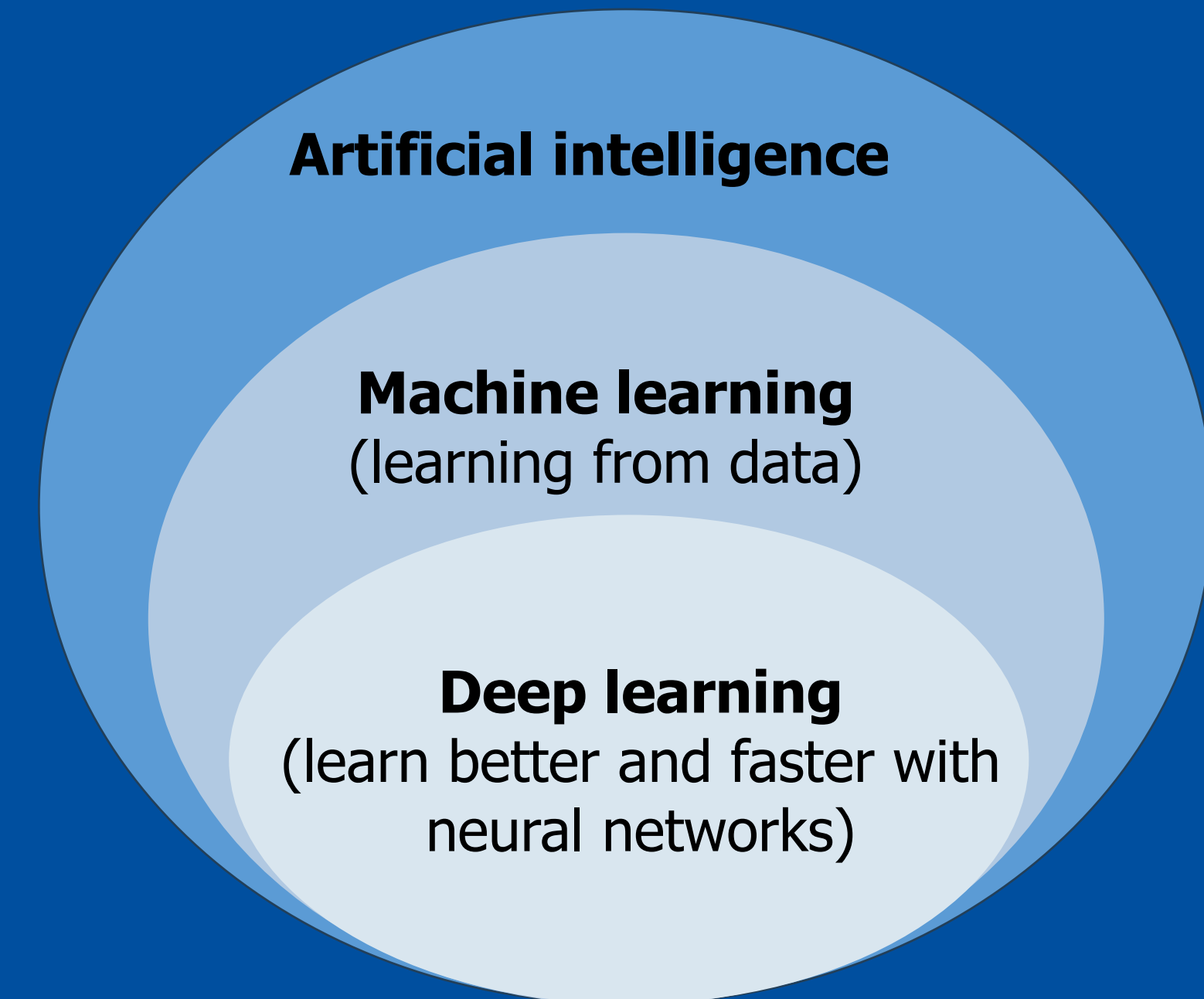
Who? What? How?

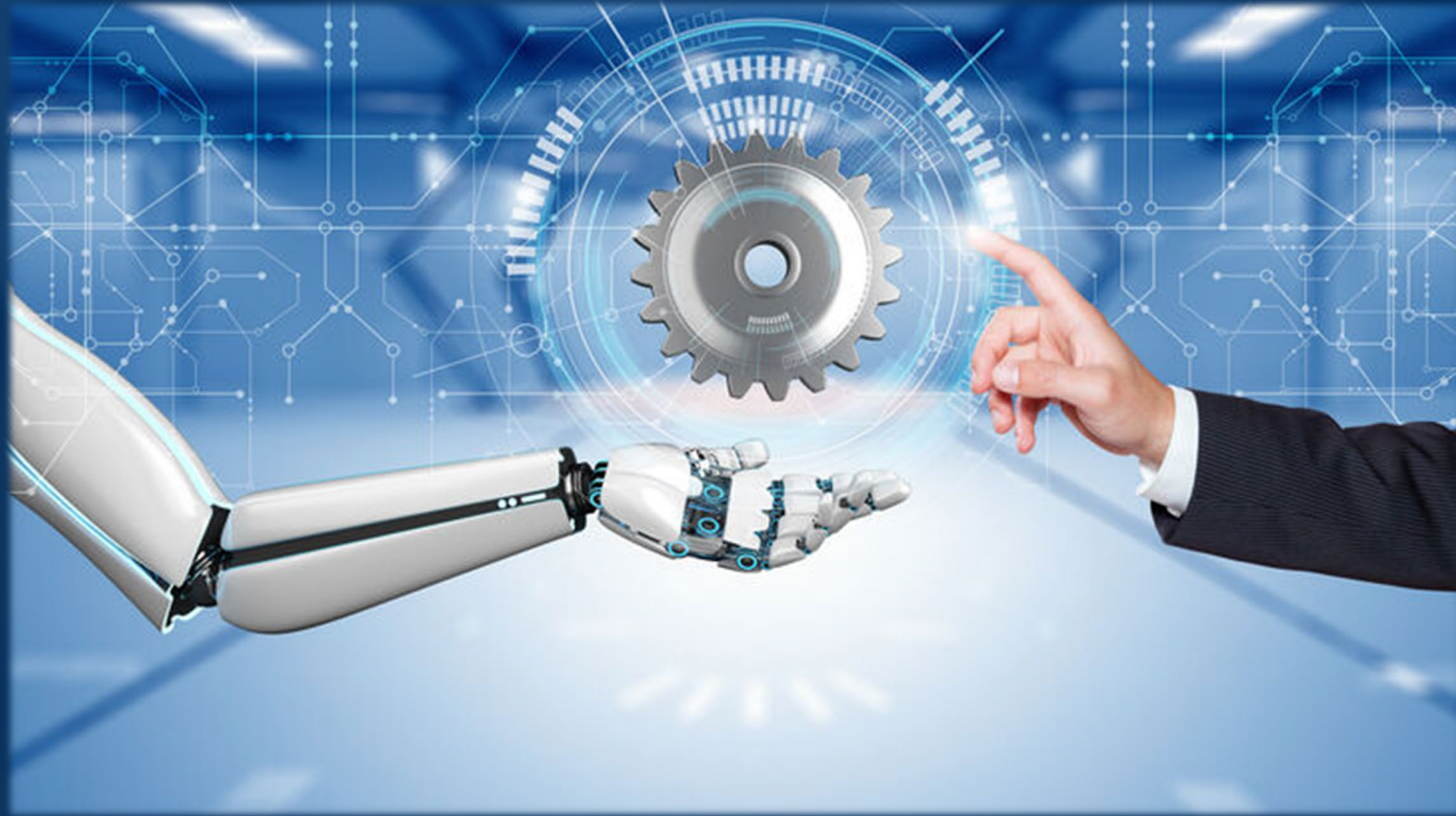
1. Human Intelligence

- Thinking, learning and reasoning
- Main elements of human intelligence: analysis, creativity, practical skills
- IQ tests assess memory, language comprehension, processing speed, perceptiveness
- Limits:
 - only a limited quantity can be processed in a given time
 - Bias

2. Artificial Intelligence

- Programs that simulate or imitate human behavior





What are people better at than AI?

Humour?

What did the 0 say to the 8?

ChatGPT: „ Nice belt!“ 😊

Perplexity:

What did the 0 say to the 8?

✳️ Answer

🤖 Here's a classic math joke for you:

The 0 said to the 8, "Nice belt!"

This playful joke works because the number 8 looks like a 0 with a belt or a line wrapped around its middle. It's a clever visual pun that plays on the shape of these numbers.

The humor comes from:

- The anthropomorphization of numbers
- The visual similarity between 0 and 8
- The unexpected personification of mathematical symbols

It's the kind of lighthearted, groan-worthy joke that might make a math teacher chuckle or cause students to roll their eyes - which is precisely what makes it funny! 😄

🔗 Share 🔄 Rewrite 👍 🗣️ 📄 ...

Why is the cat mad at the computer?

ChatGPT: Because it saw the mouse and thought it was being ignored! 🐱 ☐

AI has access to a huge pool of knowledge, including jokes and trivia. BUT: AI tools have no “awareness” of right/wrong. This is known as “hallucinating”. You need to proofread and research the statements generated by the AI!



1966: Eliza – the first chatbot

1970er: Expert systems (adaptive systems)

1980er: Neural networks (adaptive, neuron-like)

1997: Deep Blue beats Garry Kasparov

2000er: Self-driving cars from google

2010: Autonomous robots can learn

2011: Watson can understand natural language; wins Jeopardy

2016: AI from DeepMind beats Go world champion

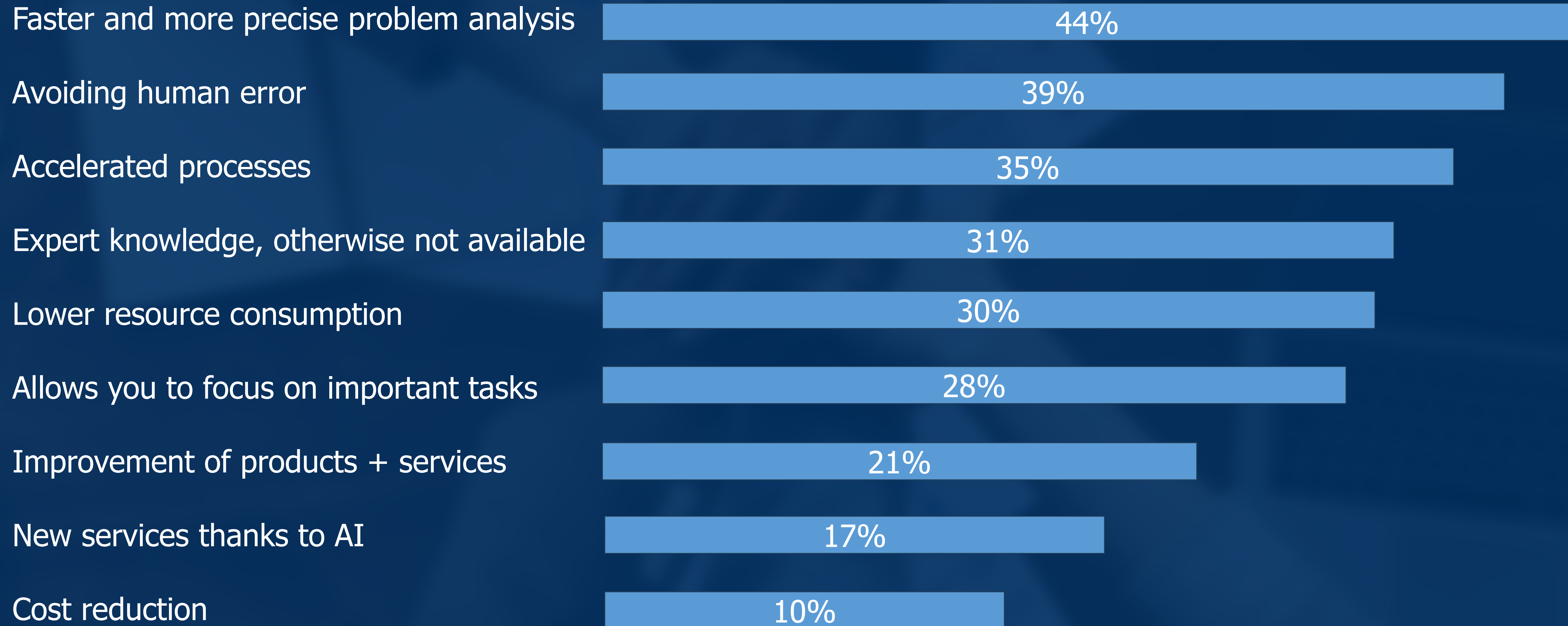
2022: ChatGPT responds to questions in real time



Opportunities for AI

Why?





Medical
diagnosis

Machine
monitoring

Irrigation

Nursing,
geriatric
care

Driving
assistance

Fraud
protection

Cyber
security

Facial
recognition

Voice
assistance

Marketing

Customer
service

Maintenance
via
augmented
reality

...

- **Translation** and language processing (e.g. DeepL, google translate)
- **Search engines** (e.g. Felo, iAsk.Ai, ThinkAny)
- **Text creation:** trained on previous data or samples (e.g. chatGPT, Gemini, Perplexita.ai, DeepL Write)
- **Image generation:** images are generated based on text specifications (e.g. Adobe Firefly, Midjourney, DALL-E)
- **Generating video, audio, music** (e.g. VEED GPT, invideo, Krea)
- **Enhancement of images, audio, video:** Blurring faces, filtering background noise,... (e.g. Photoshop, Emplify)
- **Ideas for images and texts, explaining** complex texts, .. (e.g. chatGPT)
- ...

**On public sites** (like ChatGPT via chat.openai.com):

- your questions / messages can be saved in the knowledge network
- Careful with company secrets

Alternatively your own AI engine:

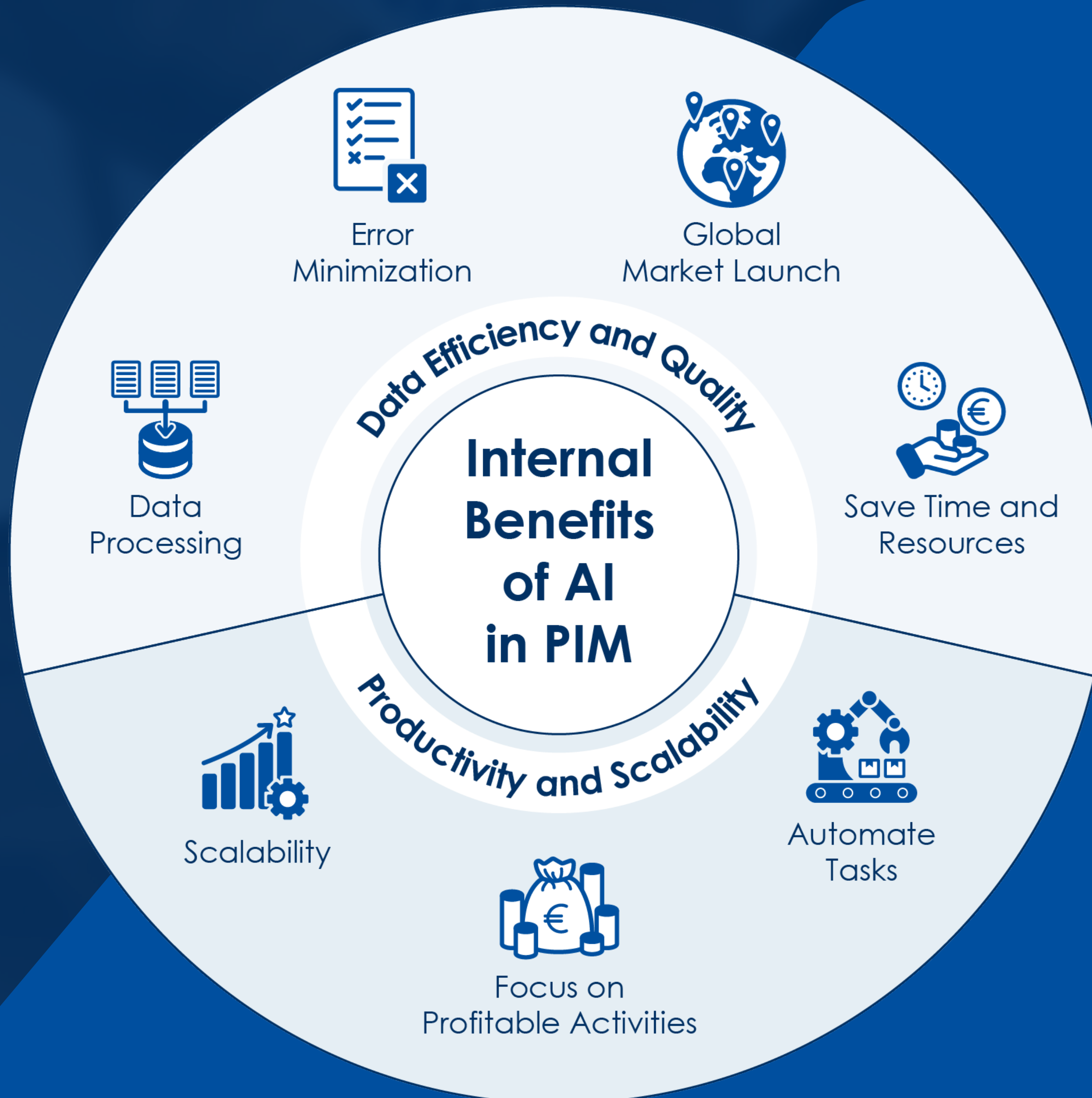
- Can be installed on your own server
- Various tools / language models can be configured
- Data remains on your own server

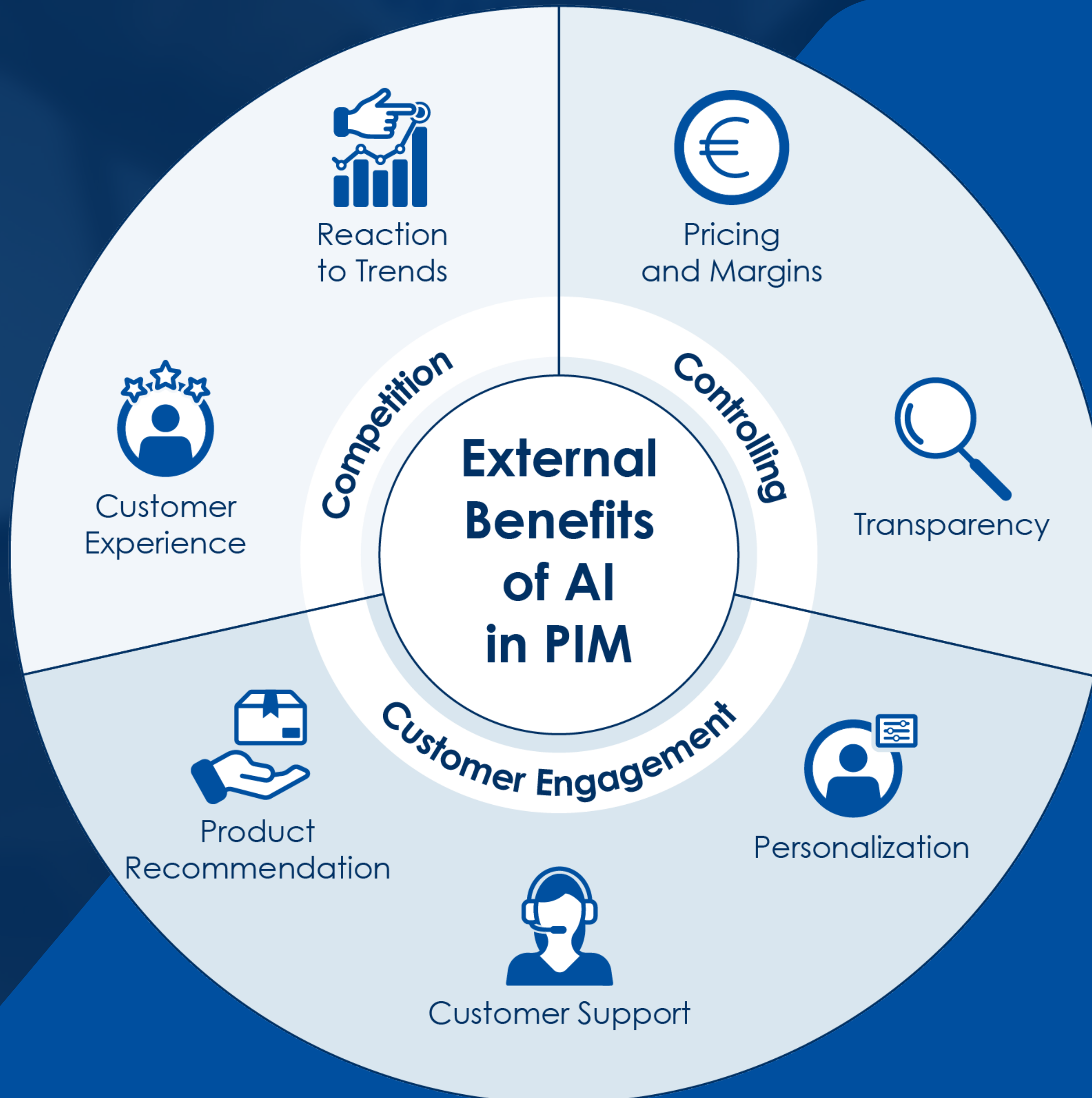
- **Goal:** AI applications must not be misused
- Regulations adopted by the EU Council on 21.5.2024
- **Some specifications :**
 - AI systems must not deliberately influence people's behavior and manipulate them
 - No social scoring, i.e. assigning points according to undesirable behavior
 - Transparency obligation, i.e. artificially created or edited content must be labeled
 - Strict approval criteria for AI systems in critical infrastructure, personnel, healthcare, banking

PIM and AI

Even more efficient data processing, but handled with care







Data quality and preparation

- Basic product data should be complete, correct and consistent to ensure well generated content

Change Management

- Changes to business processes and workflows

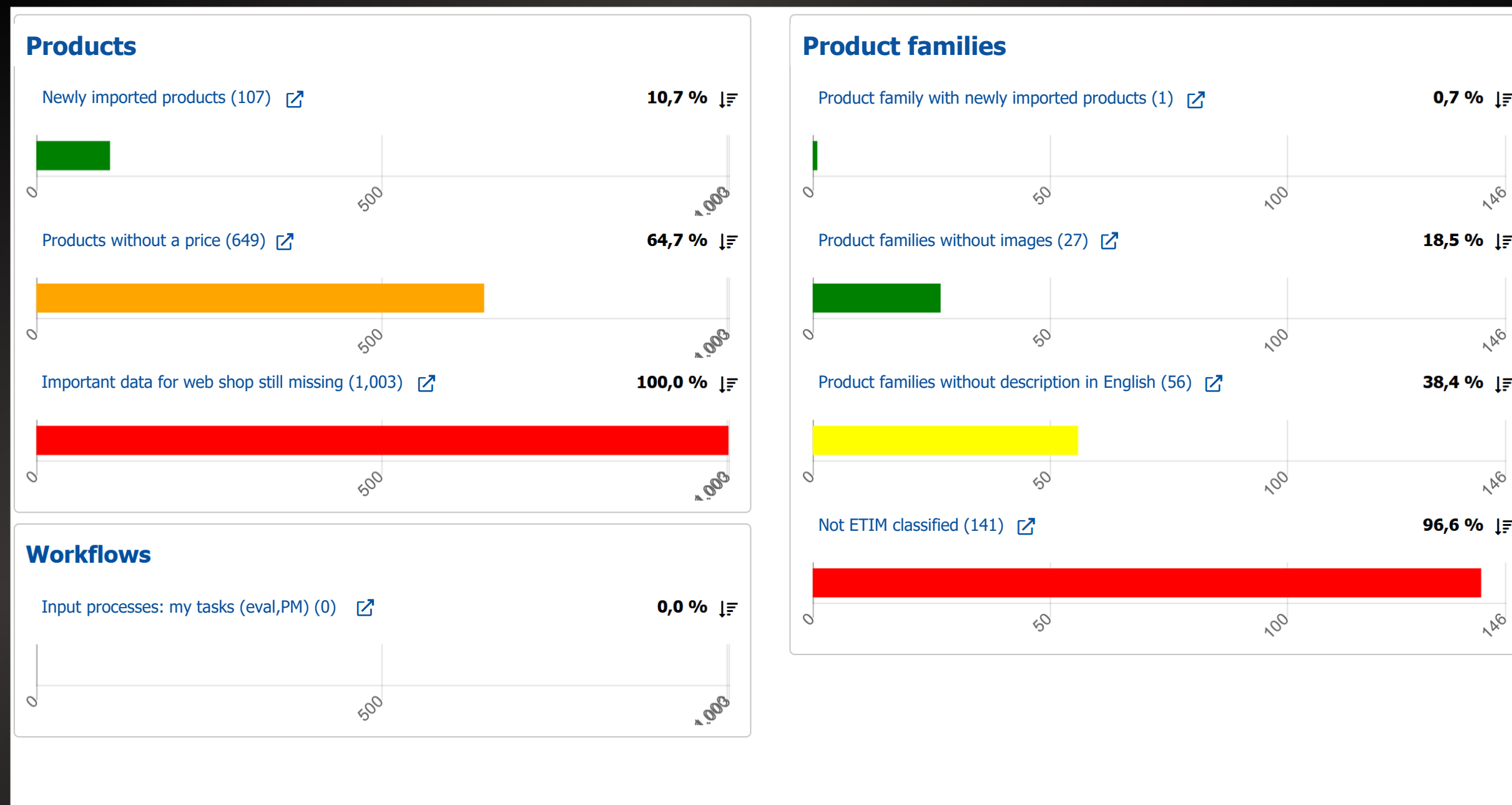
Ethical Considerations and Transparency

- Only use AI in a responsible and ethical manner



Integrating AI into ANTEROS

Intelligent features for all steps of data processing

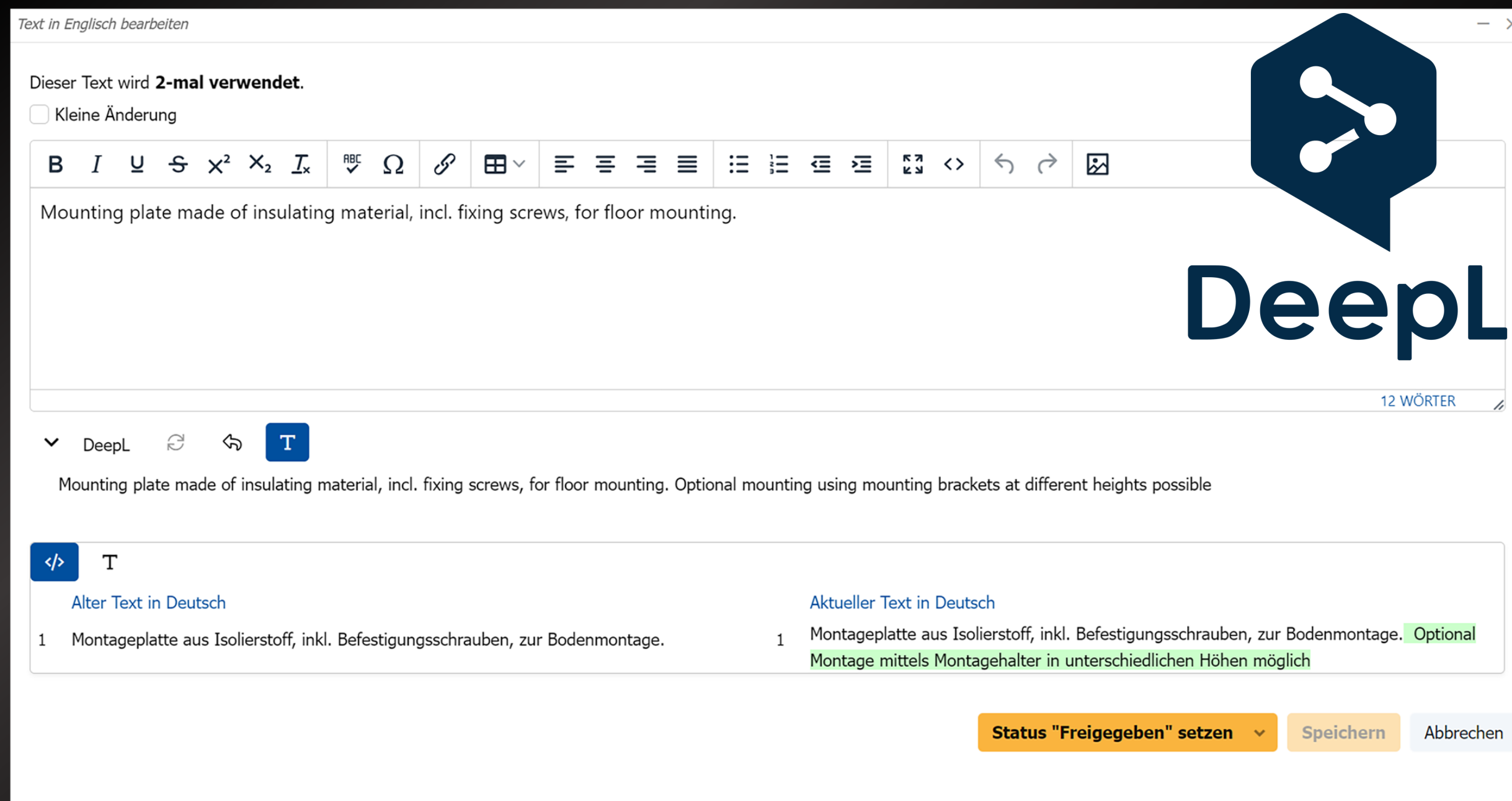


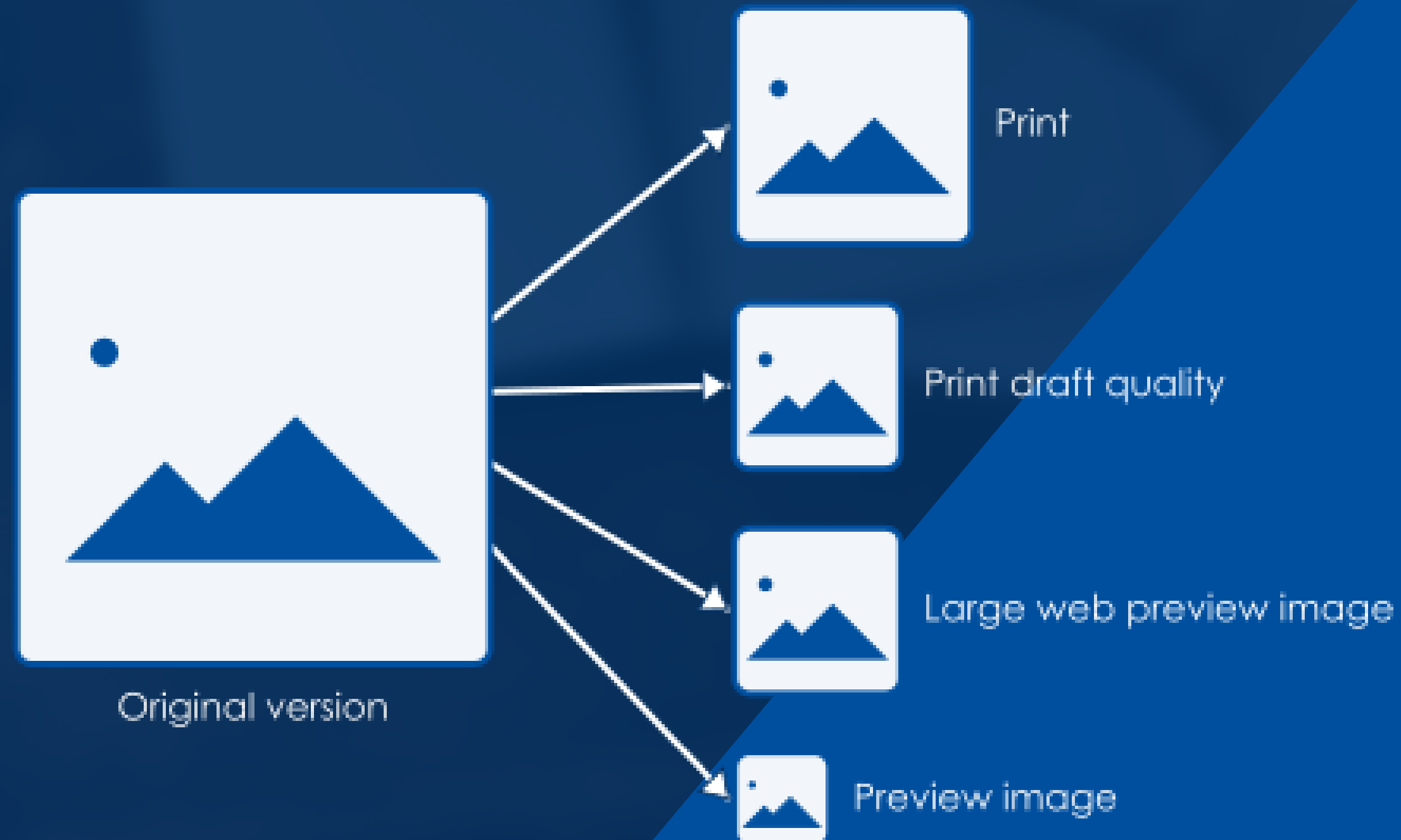
- Definition of rules in quality levels or test reports
- Monitor and improve the quality of data and media
 - Detect inaccuracies or errors in extensive data sets
 - Targeted measures to cleanse data



- **Flexible calculation rules** can automatically generate data from existing data
 - for mathematical calculations, marketing or tender texts, ...
- Calculation rule editor with integrated **ChatGPT query**
 - Calculation rules can be generated using specific questions and answers
- Automatically generate product descriptions with **ChatGPT**
 - Request for description with preferred product features

- Smart translation processes automatically tag texts with a status
 - = Translation needed
 - = Translating
 - = Released
- Changes are highlighted in color in the web form or in Excel
- Machine translator DeepL can be integrated into the web form
 - High-quality, fast translations with **precise language and cultural relevance**
 - Still important: Review texts, while still saving time





- **Automatically convert** images into multiple formats
 - Standard conversions can be configured, with watermark etc.
 - Custom formats now easily configurable via web form
- **Smart image** comparisons to avoid duplicates
- **Automatic assignment** of images to products according to predefined rules
 - E.g. via article number or product name through processors

- **Automatically generate** printed catalogs, price lists and data sheets
 - Automatically generate printed catalogs, price lists and data sheets
 - Print engine independently checks that content is placed consistently → correction if necessary
 - Automatic redistribution of content

- **Flexible exports**, including via XPEL rules

- Exploded view drawings for **online shops** equipped with smart hotspots to mark and link spare parts



Summary





AI has potential.

It's going to be used more and more in everyday professional and private life.

Harness the opportunities and recognize the risks
with your PIM software partner.

Dr. Elke Radeke

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